



CASE REPORT

- | | |
|-------------------------------|-------------------------------------------------|
| 1. Complaint reference number | 115/00 |
| 2. Advertiser | Ross Island Hotel |
| 3. Product | Retail |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 11 April 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENTS

There are two print advertisements, both headed 'Massive Stock Clearance – Save your \$\$\$\$'. Both list alcohol beverages and their prices, and both show the advertiser, address and telephone number at the bottom. At the far right of each advertisement is a picture of a woman; in one she wears bra and knickers and in the other she wears knickers and has one arm bent to obscure her breasts. Superimposed at the bottom of both pictures are the words, 'Say G'day to Chrissy this Wednesday from 5.30 pm'.

THE COMPLAINT

Comments which the complainant made regarding these advertisements included the following:

'I class this as pornography and I hope you do too.'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether these advertisements breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board was of the view that the material contained within the advertisements did not contravene community standards in their portrayal of sex/sexuality/nudity. The Board determined that the advertisements did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.